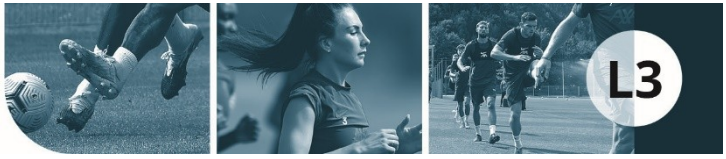
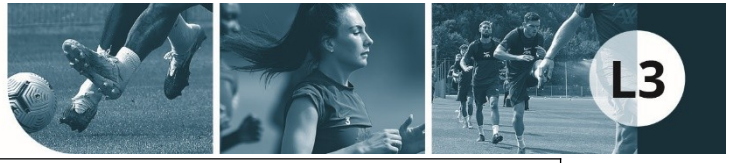


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and titles	**Unit 13: Sports Journalism**
Learning aims	A: Explore sports journalism B: Develop skills in sports journalism C: Produce sports articles for specific platforms
Assignment title	Sports Journalism for The Week in Sport app
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	*The Week in Sport* is a new sports app that will include news, features, previews and reports on every kind of sport and major sporting event. It will contain written, video and audio content. As part of its launch, *The Week in Sport* has created a competition to showcase the sports knowledge, creativity and journalistic skills of sports students. To enter the competition, you have to produce sports articles for the app. You will be able to decide on the type of articles that you want to tell – news stories, feature stories, match previews, live reports or match reports – who they are aimed at and if you want to create written, video or audio stories. This project will involve you exploring and experimenting with a wide range of sports journalism skills, techniques and practices.

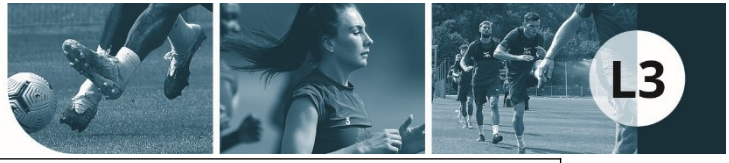
Task 1	**Task 1 – Exploring sports journalism** You must carefully select **at least one** sports story from **each** of these three platforms: • Broadcast (TV or radio) • Print • Online. You will need to compare how your chosen sports stories: • use conventions of sports journalism, making evaluative judgements • appeal to the intended audience • use news values



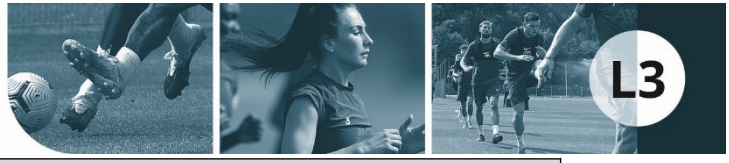
	• follow the legal and ethical responsibilities of sports journalism and how these affect the work of sports journalists
Checklist of evidence required	Your exploration of sports stories should be presented in **one** of these forms: • written report • blog • vlog • digital recording of an audio-visual presentation • presentation slides, including speaker notes.

Criteria covered by this task:	
Criteria reference	To achieve the criteria you must show that you are able to:
A.P1	Explain the conventions of sports journalism across different platforms.
A.P2	Explain the legal and ethical responsibilities of sports journalists.
A.M1	Analyse the use of conventions and legal and ethical responsibilities in detailed examples of sports journalism across different platforms.
A.D1	Evaluate the use of conventions and legal and ethical responsibilities in considered examples of sports journalism across broadcast, print and online media.

Task 2	
	Task 2 – Experimenting with skills in sports journalism A good way to understand how sports stories are put together is to experiment with different sports journalism skills and techniques. Select a topic for a sports story that interests you, for example: • a rising sports star in your school or college • a preview of an upcoming match or event for a team you play in or support or • a topical news story in your favourite sport. For your chosen sports story, you must: • Search secondary research sources, reviewing the validity and reliability, for: o relevant information, facts, statistics, quotations o images and archive footage. • Record an interview with someone relevant to your chosen story • Draft out your story into these sections: o introduction (include the most important information here) o additional details/information o interviews/quotations. • Experiment with different ways to tell your chosen sports story, such as: o shooting a video of yourself as the sports reporter and edit together your sports story as a one-minute video



	○ record the audio of yourself as the sports reporter and edit together your sports story as a one-minute audio file ○ write your sports story and include a headline, images and captions.
Task 3	**Task 3 – Producing sports articles** You must now produce **at least two** sport articles for *The Week in Sport* app across more than one platform. You must produce evidence of: • planning your articles, including generating ideas, research, planning interviews, structuring your articles and project management • creating the content for your sports articles, such as conducting interviews, taking photographs, shooting video, recording audio and writing copy (text) • reviewing and refining the content for your sports articles • editing your content into your video, audio and written articles. Using feedback from members of the target audience and representatives from appropriate sports clubs/events, you should: • make improvements to your articles • exporting the final articles in an appropriate file format.
Checklist of evidence required	A portfolio of development work, including: • Experimentation with sports journalism skills and techniques, for example: ○ annotated screenshots ○ narrated screen recordings ○ annotated drafts of practical work. • Evidence of planning and project management • Evidence of creating and refining content for the sports articles • Evidence of producing the sports articles • The final sports articles • Teacher observation records.



Criteria covered by this task:	
Criteria reference	To achieve the criteria you must show that you are able to:
B.P3	Demonstrate competent use of secondary research sources and sports journalism skills.
C.P4	Produce competent planning for a sports article.
C.P5	Produce a basic sports article.
B.M2	Demonstrate effective use of secondary research sources and sports journalism skills.
C.M3	Produce detailed planning and use an appropriate combination of skills to create and shape content into effective sports articles.
BC.D2	Produce comprehensive planning and use of a proficient combination of research and sports journalism skills to create, review and refine content into accomplished sports articles for different platforms.